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A Field of Our Premier Plants For Digging This Season.

1936 CATALOG OF  
**Select Strawberry Plants**  
Grown by  
**J. W. JONES & SON**  
**FRANKLIN, VIRGINIA**

DORSETT

# "1936"

For thirty-five years we have been selling strawberry plants by catalogue only, filling all orders with strictly fresh dug, true-to-name, high grade stock of our own growing. We can sometimes ship during January and February, depending on the severity of the winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders.

We do not store plants under any conditions, and will always replace anything that may reach you in bad condition, providing the transportation company has given it proper dispatch. If it has been too long on the road refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer your check or Bank Draft in payment for plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. To serve you at the lowest cash price is, we believe very distinctly to your advantage. We will book your order and hold the plants a reasonable time awaiting your remittance.

All our plants are fresh dug, carefully cleaned, tied in bunches of 27 (counted as 25), labeled with wood labels, neatly packed in slatted crates, none of which are more than 12 inches deep, and all of which are 12 inches wide. A Certificate of Inspection accompanies each package. We have an absolutely clean bill of health.

Some of our old friends are interested in knowing why we have changed our location. It is for the following excellent reasons:

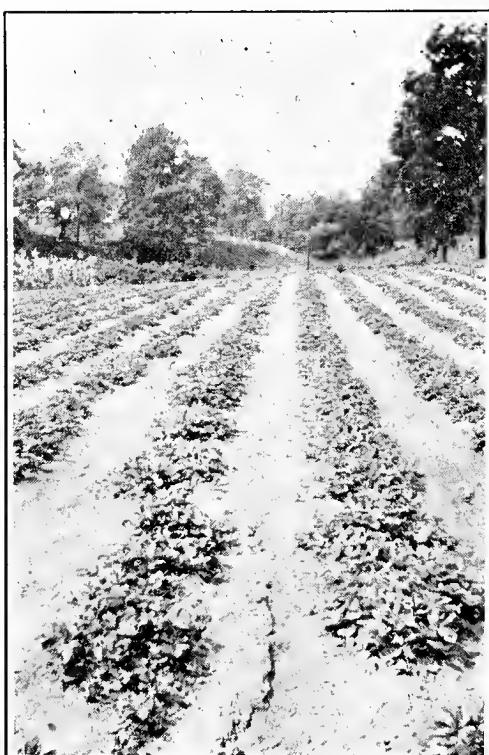
**First:** We have an abundance of labor. We can ship promptly.

**Second:** Virgin territory. Strawberries have never been grown here, even in home gardens.

**Third:** Very low production costs. A saving passed on to you.

**Fourth:** Unexcelled shipping facilities. Both by express and mail.

**Fifth:** An unlimited area of ideal soil. No plants grown twice in the same place.



We believe that our plants have both health and vigor, and that they will grow as well as any that can be had anywhere, at any price. To the left is a reproduction of a snap-shot made by our Mr. Phoebus Jones of a field of Premier plants on the farm of Mr. J. F. Shrider, South Zanesville, Ohio. The plants were shipped from our Nurseries here on the 4th day of April and the view was secured on the 31st of July, 1935. This was just 118 days from the day they left here. Of course the soil was fertile and the location favorable, but the plants had to be good to grow with such rapidity.

Not all our customers have secured such favorable results, since weather conditions will greatly affect the growth, but we do try to send out good plants and honestly think that we do.

For this season we have the largest stock we have ever grown. Last year we had to return some orders, on account of not having the plants. This year we are in position to supply a dozen or a million.

Very respectfully yours,

J. W. JONES & SON.

# *Unsolicited Testimonials*

## STRAWBERRY PLANTS IN FINE SHAPE

J. W. Jones & Son,  
Franklin, Va.

East Earl, Pa., April 24th, 1935.

Gentlemen: Received our strawberry plants in fine condition, please forward cabbage plants at once.

Yours truly, Noah M. Shirk.

## THANKS FOR LIBERAL COUNT

J. W. Jones & Son,  
Franklin, Va.

Lexington, Ky., April 14th, 1935.

Dear Sirs: The plants came Saturday in very fine condition. Please accept our thanks for the very liberal count. Yours truly, W. C. Karsner & Son.

## PREMIER BEST YET

J. W. Jones & Son,  
Franklin, Va.

Borden, Ind., June 21st, 1935.

Gentlemen: The tomato plants arrived in the finest condition and are growing the best of any I ever planted. We had a big strawberry crop. My Premier yielded at least 700 24-quart crates per acre. I bought the plants from you in 1934 and they were the first plants I ever set.

Sincerely,

J. W. Hunt.

## JULY—GROWING FINE

J. W. Jones & Son,  
Franklin, Va.

York, Pa., July 14th, 1935.

Gentlemen: The plants we bought of you are growing fine. You will hear from us again.

Very truly yours, Lloyd O. Smith.

## ALWAYS SATISFACTORY

J. W. Jones & Son,  
Franklin, Va.

Pomeroy, Ohio, February 19th, 1935.

Gentlemen: I am nearly eighty years of age, having been born in 1855. I have been in the nursery and strawberry business most of my life. I have bought plants from your firm several times and always found them satisfactory.

Respectfully yours, C. S. Gilliland.

## PLANTS FINE

J. W. Jones & Son,  
Franklin, Va.

Muskingum Co., Ohio, April 20th, 1935.

Gentlemen: Please send me by express 500 Aberdeen. The other plants were fine.

Yours truly, Clyde McFarland.

## RIGHT ON TIME

J. W. Jones & Son,  
Franklin, Va.

Kingston, N. Y., April 8th, 1935.

Dear Sirs: Plants received April 4th. Which was the nearest I ever received any on the date ordered. Please accept thanks for being on time and for the extra plants.

Very truly, Paul Wintish.

## NEIGHBOR WAS PLEASED

J. W. Jones & Son,  
Franklin, Va.

Kitts Hill, Ohio, April 15th, 1935.

Gentlemen: Am using this order blank, as I gave my catalog to Mr. Hackworth. He received his plants and was greatly pleased with them.

Sincerely, Willis Crow.

## MR. McFARLAND AGAIN

J. W. Jones & Son,  
Franklin, Va.

Muskingum Co., Ohio, May 7th, 1935.

Gentlemen: Cabbage plants came in fine shape, also the second shipment of strawberry plants. They were fresh dug, which we always want but seldom get.

Yours until next year, Clyde McFarland.

## Grow Strawberries

There is really a good deal of pleasure in growing beautiful strawberries. Still the man who really grows any quantity is interested in the possible profit.

It is our very honest belief that strawberries will return a good profit for a long period of time. Not every year, for of course there are bound to be "off years." Some years it will rain so little that quality and quantity are so low as to leave no margin of profit return. Other years will be so continuously rainy during the picking season that they cannot be gotten to market in such shape as will command a profitable price. Other years there will be an overproduction, even when weather factors are favorable. **BUT ON THE WHOLE WE BELIEVE THAT STRAWBERRIES ARE THE SAFEST OF ALL FARM CROPS SO FAR AS PROFIT IS CONCERNED, FOR WHEN THE FAVORABLE FACTORS COMBINE YOUR PROFIT WILL BE GREAT ENOUGH TO MAKE UP FOR ALL THE BAD YEARS.** Too, it is true that the following factors are persistently operating in favor of the commercial grower.

1. They are the first fruit available in the Spring, and people are eager for something fresh. Everywhere people are waiting for berry season.
2. Improved methods of distribution, and they are constantly being further improved, are giving berries an ever widening market. The quantity consumed will continue to increase.
3. The poor fruit is being more and more taken by the canners and "juice" factories. This relieves market congestion and helps the sale of better fruit.
4. The Pure Food Law which prescribes only pure fruit juices in all soft drinks has made and will maintain a large outlet for berries. We believe that if you will plant a moderate acreage, and do not plant more than you can care for, that you will be assured a fair return for your investment and labor.

One of the modern factors that has so prominently entered into the distribution of fruit is the truck. They carry all classes of it faster and farther than it has ever been moved before. Trucks have helped the sale of strawberries enormously and they will even more in the future.

Many growers try to guess the markets. That is: they plant when the market outlook appears favorable and refrain from planting when in their judgement the outlook for profit seems poor. We cannot feel that this will ever prove wise. Our advice is to decide how many you wish to grow and then stick to it consistently. A wise old man we used to know had a saying that is quite full of truth. Said he: "**If I do not grow a crop when it is cheap I never have it when it is high.**" Again we reiterate the advice given above: **don't plant more than you can care for properly, but, we would add be a consistent planter if you are going to grow berries at all.** It is, in our opinion the only road to profit.

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### FAIRFAX FINEST EVER SEEN

J. W. Jones & Son,

Gentlemen: Received my plants in good shape. The Fairfax were the finest plants I have ever seen, and I have been growing berries for many years. If you ever get up to Carlisle come to see me. Sincerely, Geo. I. Kell.

# Planting Suggestions

Every year we have numberless requests for information on the best method of growing strawberries. Of course, every one recognizes that this is a very difficult question to answer, as conditions vary so greatly in different localities and on different soils. Nine-tenths of all berries grown, or even more, are grown by the matted-row system; that is, to leave about all the runners on the parent plants to take root and make a wide row, leaving room enough in the alley between the rows for the convenience of the pickers.

## SELECT WELL DRAINED SOIL

The fundamental element of success in growing any crop is the selection of a soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success.

Grow cowpeas on land the previous year to planting strawberries if it is possible; where they are not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of humus. It holds the moisture and makes them grow and bear much better.

## DISTANCE TO PLANT

Make your rows 4 to 4½ feet apart and set plants from 15 inches to 3 feet apart in the rows, depending on the variety. Chesapeake, making but few plants, should be spaced about 15 inches. Blakemore, a prolific plant maker, will get too thick quite often if set three feet. Big Joe, Premier, Dorsett, Fairfax and most midseason kinds will usually make a proper bed if planted 2 feet apart. Gandy, Lupton and Catskill 2 to 2½ feet. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a hoe or small drag and you will be ready to set plants.

## CAREFUL WITH FERTILIZER

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400 or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw or dissolved bone meal as the best for strawberries.

## SETTING PLANTS

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the



Fibrous Roots Guarantee  
A Quick Start

original bed, and to pack the dirt firmly around the roots. This done there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured. One other bit of advice: remove all blossoms from the young plants. It will pay well in increased health and vigor.

#### FALL PLOWING FOR GRUB WORMS

One of the most destructive pests known to berry growers is the June Bug larvae, or common grub worm. Use land that has grown cultivated crops for two years previous to setting in plants, and then plow as late in the fall as possible. This hardly ever fails to control them.

#### DISEASES

Strawberries do not suffer from as many ailments as do most of the other fruits. Perhaps the worst of all foes are the "leaf spot" and "leaf scorch." The first is rarely very serious, but the "scorch" may be so serious as to kill the entire foliage and sometimes the plants. The accepted remedy is to spray with Bordeaux Mixture as soon as the leaves attain any size in the Spring and to repeat as often as necessary so as to keep the leaves healthy until the crop is picked.

#### THINNING

For best results beds should never be too thickly set with plants. It has always been observed that the plants along the edges bear the most berries and of the best size, but it has now been determined that for the largest crop each plant should have at least thirty six square inches of space, that is they should be six inches apart in all directions. Obviously it will be difficult to make such spacing exact, but in general such approximate room will be found to pay. It should be borne in mind that this must be done early so the plants will attain the larger growth the wider spacing will give them. Such attention will cost, but in the end it will pay.

## Set A Trial Bed

Just a helpful suggestion. Plan to set a trial plot of berry plants. One dozen of each variety will do, and the cost will be small in comparison to the possible results obtained. No fruit is so susceptible of a different result in a different soil and climate, as is the strawberry. You may read the descriptions of varieties in this little book, buy and set the plants, and find at fruiting time that you do not get the quantity or quality of fruit you had expected. Naturally one thinks that the catalog description was a gross exaggeration. Not at all. We try to tell the truth. They have just behaved differently with you than with us. Since this is so very generally true, plant a trial plot of your own. It will richly repay you. It is just about the only way to find a correct answer to a question so persistently asked us: "What variety shall I plant?" We want to help, and so wish we knew, but so often we don't. Of course there are fundamental factors that are always involved and therefore that may always be kept in mind.

1. If you have a home market you want quantity and appearance. Then for early plant Premier, Dorsett and Fairfax, medium Big Joe and Lupton, for late Gandy or Aroma.
2. If you ship to fairly near market, you want quantity and appearance because in quantity you get your profit. We still advise Dorsett, Fairfax and Premier, then Big Joe and Lupton or Aroma and Gandy.
3. If appearance alone is your chief aim, plant Chesapeake, Lupton and Big Joe or Catskill.
4. If quality is the biggest thing, plant Dorsett or Fairfax.
5. If we were going to select a list of varieties to cover the season and to be planted on the greatest variety of soils and in any climate, we would say: for early Premier, Dorsett and Fairfax; midseason Lupton Big Joe, Cats-

kill; and for late Gandy or Aroma. Out of an experience of a lifetime in berry growing we can truthfully say they cannot be beaten for general use. Probably you would not want them all, but you are safe in planting any of them. That is as safe as one can ever be on so risk a venture as any branch of agriculture is.

## Mistakes You Can Make

Of course we want to sell you your berry plants for this year. That is why we are sending you this little booklet, but really we are genuinely interested in your success, for the success of our customers is the basis of any success we may possibly achieve. May we point out that you can make a mistake:—

1. By trying to get plants for a price below the cost of production for good true-to-name stock.
2. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.
3. By a failure to get your plants in time to set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way ours are packed they will keep, if placed where it is cool and damp, for several days after arrival.
4. By failure to get stock true-to-name. You want what you buy. We use our utmost endeavor to safeguard our customers in this respect, and believe that .999 per cent of all that we have ever shipped was true to label.
5. By setting plants not grown for plants alone. From us you get the whole bed, and from a warm sandy soil. No short broken roots.
6. By buying any except fresh dug and well packed stock. We do not store any and we do pack them carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.
7. By paying more than good true-to-name and carefully packed plants are really worth. If you do not send us your order: "You may pay more, but you will not buy better."
8. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants refuse to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they were purchased, rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal on the part of berry plants to grow in these given places is due to the lack of a certain bacteria or plant food, or whether the soils contain some poison that kills the plant is a moot question as yet, and one that a number of State Experiment Stations are now at work on.

Our life-long experience in growing Strawberries has taught us, however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that our friends may have the benefit of our experience we propose to call attention to those kinds which will grow anywhere. You may count on Dorsett, Fairfax, Blakemore, Premier, Big Joe, Lupton and Catskill giving you a good bed, if any kind in existence will.

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You want plants grown on a warm, sandy soil. We have them. Priced right; packed right; they grow right.



BIG JOE

## The Best Seven

On pages 9, 10, 11, 12 and 13 of this catalog there are descriptions of what we believe to be the best varieties in existence today; Dorsett, Fairfax, Premier, Catskill, Big Joe, Chesapeake and Blakemore.

They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that always commands the highest price.

**Of the seven Premier is the most popular as yet.** It is early, productive and a success under all conditions of soil and climate, but Dorsett and Fairfax will soon replace it in our opinion.

We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these five of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.

We Guarantee everything we sell true to name, and believe 99 percent of everything that we have ever shipped has proved so. However, sometimes in spite of the utmost precautions, mistakes do occur, and we will, upon proper proof, replace anything that proves untrue to label or refund the purchase price.



A Field of Dorsett Plants

**Dorsett** In many sections it appears certain that there is even now the necessity of finding some berry to take the place of the Premier, though in many large berry growing centers Premier is still entirely satisfactory. In fact is unequalled. Wherever Premier has been in any way a disappointment we wish to unqualifiedly recommend the Dorsett.

#### HEALTH OF PLANT

We have never seen any that grows more vigorously or that at the time of fruiting shows more complete freedom from disease. This advantage cannot be over emphasized.

#### COLOR OF FRUIT

It is a beautiful light scarlet color and takes on its color all over the berry at the same time. There are no green sides. The cap is always green, which gives to the rich color an added attractiveness.

#### TIME OF RIPENING

It is just a little earlier than the Premier, though the appearance of the bloom is, on the average almost a week ahead of the Premier.

#### PRODUCTIVENESS

There has never been any variety that will produce as many berries as the Premier when at its best, but Dorsett bears enough. We personally know of yields of 10,000 quarts per acre, and our own picked at the rate of 1500 quarts per acre at one picking.

#### FIRMNESS

It is not quite as firm as Fairfax or Chesapeake, but it is firmer than most any other kind except these. It will ship any distance and holds up remarkably well in the crates. Very popular with retailers.

#### KEEP THIN

Like many other valuable varieties it is inclined to get too thick on very fertile soils. THINNING WILL PAY in increased yield of fruit and size and appearance of the berries.



A Field of Fairfax Plants

**Fairfax** A VERY HANDSOME BERRY OF PROVED MERIT IS ALWAYS IN DEMAND AMONG BERRY GROWERS. THIS PLACE FAIRFAX ADMIRABLY FILLS. WHERE GROWERS HAVE FOUND CHESAPEAKE UNSATISFACTORY WE UNHESITATINGLY RECOMMEND THE FAIRFAX.

#### APPEARANCE

It is one of the handsomest we have ever seen as well as one of the very largest. It is perhaps true to say that there is none growing today that will average as large as the Fairfax. While the color is somewhat darker than most desirable, the gloss and beauty of the fruit compensates for that.

#### FIRMNESS

Perhaps the firmest of all the kinds that are growing today. It will keep on the vines until it dries up. This is most unusual in a berry of such size.

#### SELLING POWER

In all markets that we know anything about it has always outsold all competitors. In a year when the demand is good this may not be deeply significant, but in a season of over production IT MAY MEAN THE DIFFERENCE BETWEEN PROFIT AND LOSS.

#### NO THINNING NECESSARY

Fairfax will not get too thick when permitted to make the full quota of plants natural to it. For this reason the plants are very large.

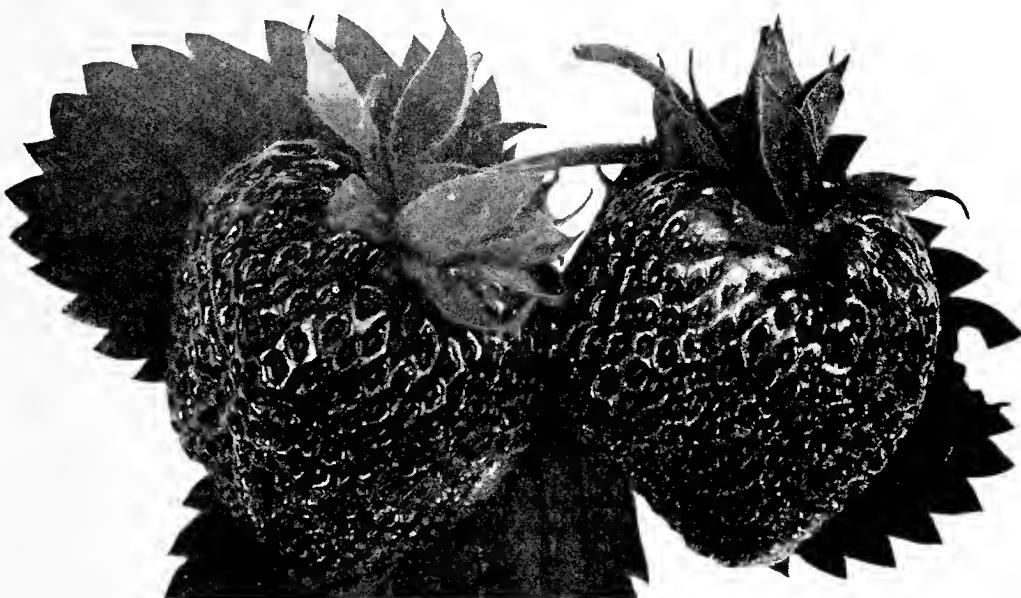
It ripens about three days later than the Premier.

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"YOU CAN PAY MORE BUT YOU CANNOT BUY BETTER."

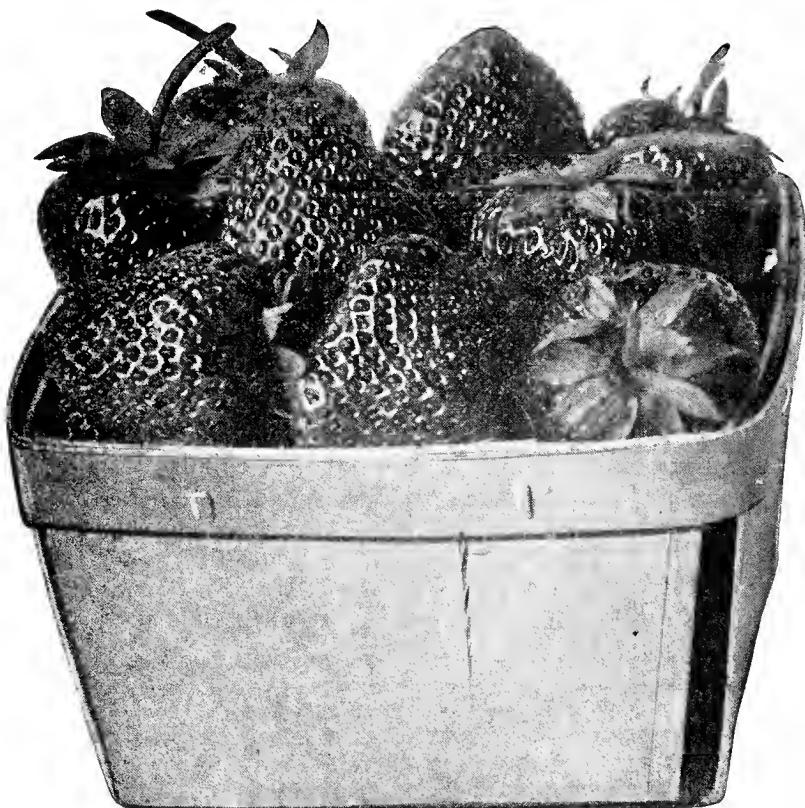
**Big Joe** One of the very best of the perfect blooming kinds. In size it is the equal of anything we have ever seen, taking the entire crop right through, as the last berries are almost as large as the first, and this in spite of the fact that it bears very heavily. It ripens midseason, comes on rapidly and ripens all over at once, making it easy to pick. The shipping quality is good. It is not so firm as Lupton, Blakemore or Fairfax, but it has shipped well for a number of years and has brought high prices. We have known of instances where a whole crop of Big Joe brought the highest prices of any variety being loaded. We especially recommend it for the garden on account of its handsome appearance and excellent quality.

It is also a particularly strong and vigorous grower, the equal of any. We feel sure that you will find that it meets every possible requirement of the market berry grower, and has a perfect bloom, so that it does not need a pollenizer. In fact, we think it can be used as a pollenizer for any of the midseason varieties with entire confidence. Has been popular a long time and will be for many years to come. A very dependable berry.



CHESAPEAKE

**Chesapeake** Ripens a little earlier than Gandy, but holds out about twice as long, and in most localities is vastly more productive, though Gandy may occasionally, with ideal soil, bear quite as many berries as Chesapeake. The great superiority that it has over nearly all others is its remarkable selling qualities, for we have positively known of sales where it brought twice as much per quart as other standard varieties of its season. It may be that there will be an overproduction of poor berries, but we doubt if there will ever be too many of such high quality and handsome berries as Chesapeake. Its only weakness is a difficulty in getting a bed of the plants. If you can grow it, plant it. A handsome profit is reasonably sure, particularly in the Middle Atlantic and New England States.



A Basket of Premier

**Premier** Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of Dorsett and Fairfax it was beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always brings a good price if there is not too much rain at the picking season. It does not matter where you may live we can recommend Premier, as reports from all sections agree in placing it at the head of the list. The weakness it has is a failure to ship well when there is heavy rain during the ripening season, but if it is fairly dry and cool Premier is one of the best ever grown.

**TO ASSURE SUCCESS IN GROWING STRAWBERRIES, OBSERVE:**

1. Select your varieties wisely. Picked to suit your needs in soil and market conditions.
2. Get healthy, vigorous, and TRUE TO NAME plants.
3. Be sure to set them as early as you possibly can. Too much emphasis cannot be laid on this point. It may mark the difference between success and failure.
4. Do not apply too much commercial fertilizer. 400 pounds is ample, and that should be thoroughly mixed with the soil.
5. Do not let your beds get too thickly matted. Nothing pays better than thinning.
6. Grade your fruit, putting only good quality on the market.



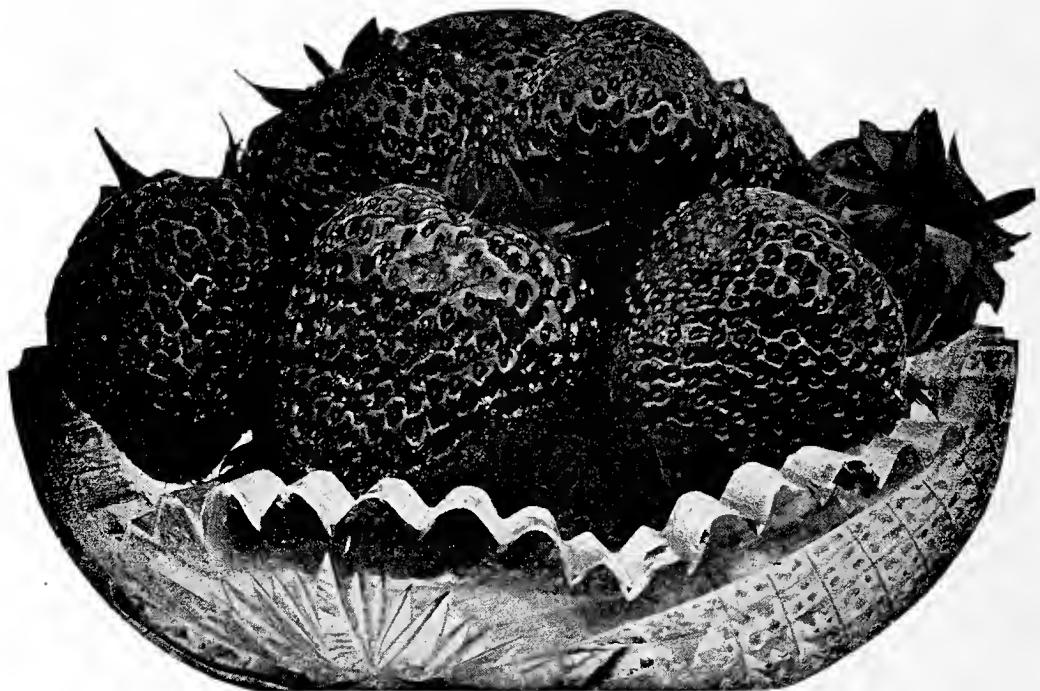
BLAKEMORE

## Blakemore

One cannot be too positive in recommending a new variety of fruit, especially of one so full of vagaries as the strawberry, but we believe that Blakemore is a good one. For one thing it has the unqualified endorsement of the U. S. Department of Agriculture. It would seem that they cannot be wrong very far, since they have "no axe to grind" in the matter. It is early, good size, good color, and of very fine general appearance. Perhaps its greatest bid to popularity is the fact that it is one of the most firm and long keeping berries that we have ever seen. It may be left on the vines two or three days after ripening and will still be in good shipping shape. Retail merchants like it because if unsold one day it is still good the next. It is sure to be popular in all markets. It does not bear as prolifically as Premier and some others, but it is wonderfully vigorous growth. We believe it is destined to establish a permanent place among the leaders in strawberries. If all other kinds have failed to do well for you try Blakemore. It will succeed in all sections south of Parallel 40. North of this general section we would recommend only a trial plot.

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Plants that are true to name, free from disease, carefully packed, and economically priced are what you want. We have them.



A Dish of Delicious Catskill Strawberries

## Catskill

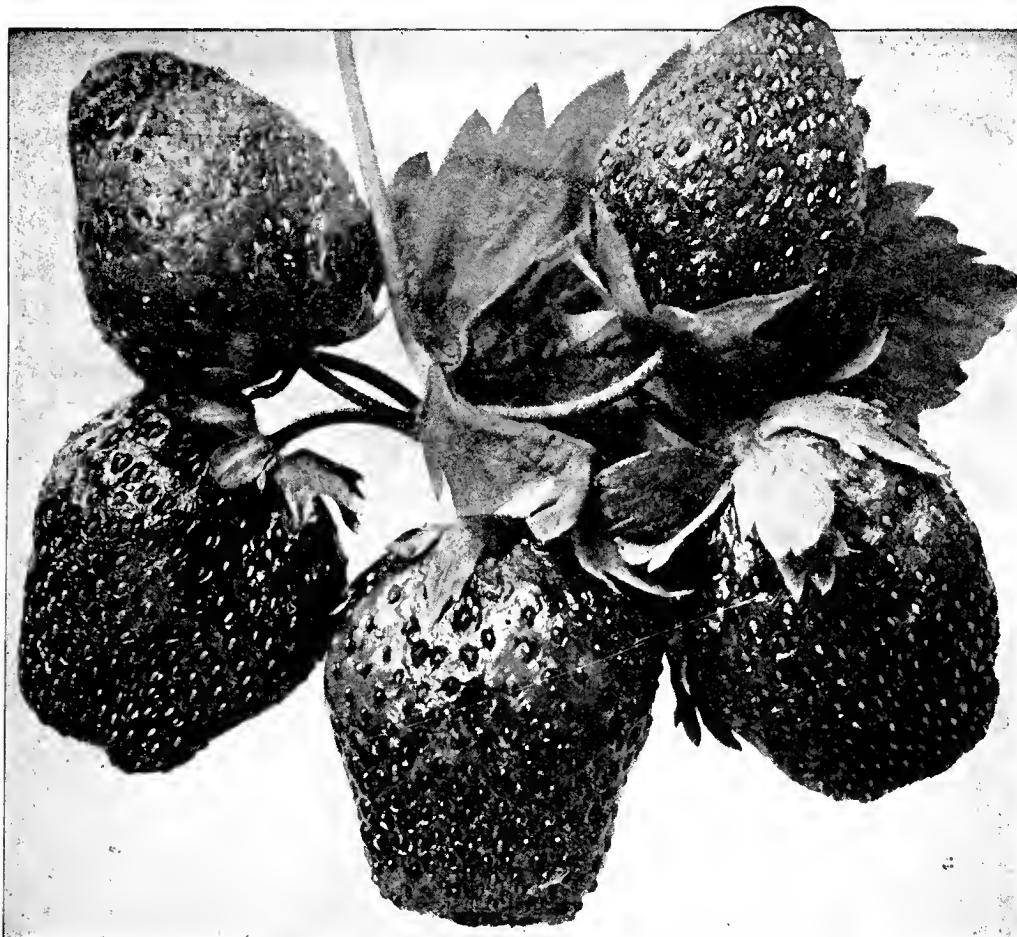
Recommended as superior to the justly famous Big Joe, since it is slightly later than the Dorsett, Fairfax and Premier. It comes from the New York Experiment Station and the past season in the Maryland berry producing section it made a really wonderful record.

The plants are extraordinarily vigorous and deep rooted and of large size. The berries are among the very largest grown, have a very glossy color and heavy green cap, which combine to give them a very showy appearance. When placed on the market it is almost sure to outsell all competitors on account of size and appearance, since Dorsett and Premier will be somewhat run down by the time it is ready to pick. The most remarkable feature of it is the tremendous crop which it produces. Many keen observers give it a 25% margin over the Big Joe.

If you are interested in a berry to ripen just after Premier and Dorsett we unhesitatingly recommend the Catskill.

## General List of Varieties

**AROMA.** It ripens with the regular midseason kinds, such as Big Joe and Sample. It is every bit as good a seller as the best, being quite as large, firm and handsome as any we know. We do not know of any kind that holds up better on dry, thin soils than Aroma. It is also a good grower in nearly every locality, on all kinds and conditions of soils, for while the plants are not as large as many others, for toughness and vigor it has no superior. **But the biggest thing in its favor is its selling qualities.** On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. Our own experience leads us to recommend it as a good pollinizer, though it has not usually been recommended for that purpose. We have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma, if you wish a handsome berry of proved merit.



A Cluster of Aberdeen Strawberries

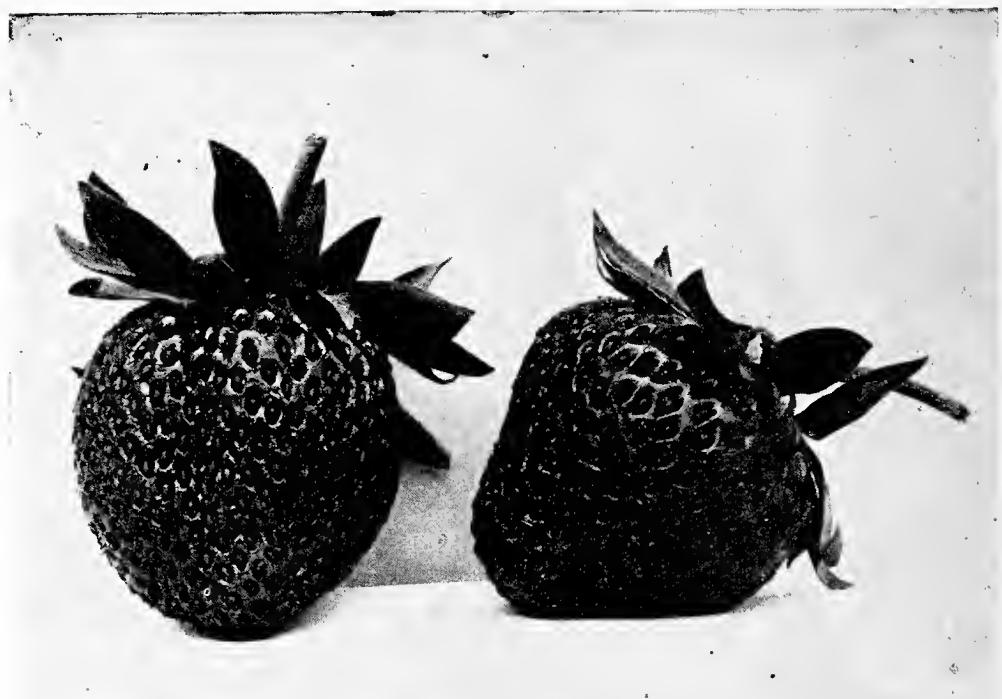
**ABERDEEN.** This is a variety that is making its way very rapidly without the help of extensive advertising, which is a sure indication of its intrinsic worth. Perhaps it is being more widely planted in New Jersey and Pennsylvania than any of the newer varieties. It is not recommended for distant shipment, but for near market is surely one of the best. The fruit is medium to large, of conical shape, dark red, and of most excellent quality. It is an especially strong and vigorous grower, will bring up a crop under the most trying conditions.

**BELLMAR.** On good soil the berries are large, color bright red, similar to Premier but not as dark as Missionary, they have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not acid. They rank high in dessert quality. This is one variety we advise you to try; it is productive, handsome and of excellent quality. For the home garden or wayside market it is one of the very best. The vigor of its growth makes it desirable for trial where others have failed to "bed-up."

#### IN FINE SHAPE

J. W. Jones & Son,  
Franklin, Va.

Mercersville, Ohio, March 21st, 1935.  
Dear Sirs: I received the plants and they were in fine shape.  
Yours truly, Curtis Fry.

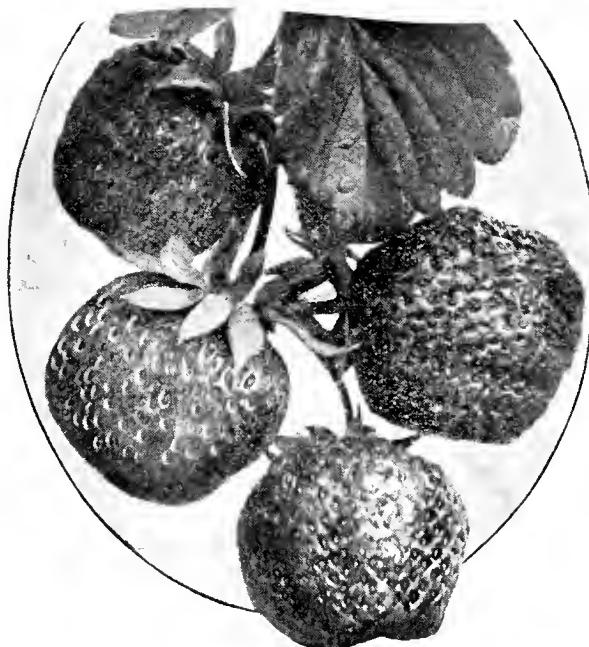


### Gandy

**BIG LATE.** This is one of the best growers; makes a heavy bed of large stocky plants, with long fibrous roots that go down for the moisture; and with a light color somewhat resembling Haverland. The quality is among the very best; and for that reason it should sell well, for fruit growers have to recognize that the consuming public is constantly growing more critical of the quality of the fruit it buys. It is also very nearly perfectly rust proof; making it valuable during a wet season. The berries average large in size; are a bright glossy red with prominent seeds, and almost all are perfect in shape. It has a full green cap that adds to its attractiveness when crated. It is medium late and therefore cannot take the place of Gandy if you want a very late kind. Has an imperfect blossom. Use Lupton, Big Joe or Fairfax in ratio of one row to four for pollination.

**GANDY.** For forty years one of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extraordinary shipping and selling qualities, it is still the leading market berry for late in some berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor. Its remarkable firmness makes it keep on the vines longer than almost any kind we know, and it never fails to bring the price. For late it is good. Many kinds have challenged its supremacy but none as yet altogether dislodged it. Must be planted on moist, rich soil.

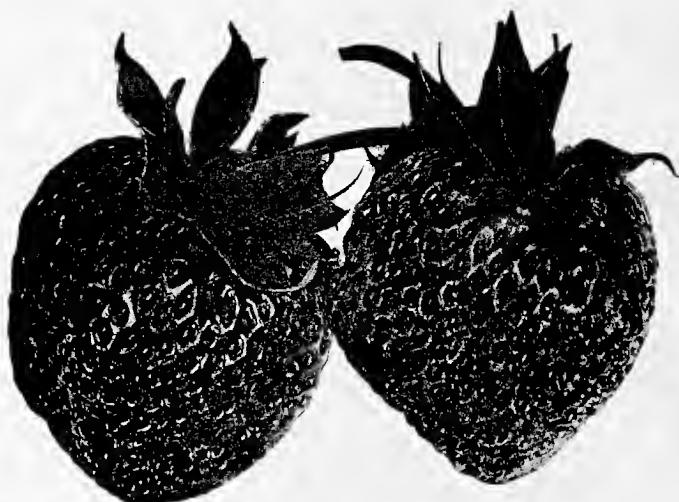
**IMPROVED HEFLIN.** Grows with great vigor on any type of soil and will always set a full crop regardless of whether the land on which it is grown is rich or poor. In fact we have never seen any that does so well on thin soils as it does. At the same time it responds recklessly to good treatment. Its weaknesses are its lack of firmness and tendency to grow too thick, and to suffer frost damage. It is not popular for shipment. In a few localities no other kind equals Heflin for profit, as it is the earliest variety in existence, being four or five days earlier than Premier, and setting a large part of its enormous crop to ripen the first of the season.



KLONDYKE

**KLONDYKE.** Found valuable, not for the quantity of fruit it produces but from the fact that what it bears is of such fine appearance and shipping quality that it will command the top of the market always. It has a strong, staminate blossom which makes it satisfactory as a pollenizer. It is not tremendously productive, but bears a very fair crop, and the berries are remarkably uniform in size, shape and appearance, and of extra fine quality. It begins to ripen about three days after the earliest kinds and continues in bearing through a long season. One of the most vigorous growers on the list.

**LUPTON.** To the man who wishes to grow really fancy berries we unhesitatingly recommend the Lupton. It is every whit as handsome as the justly famous Chesapeake, and is so much superior to that kind some as the justly famous Chesapeake, and is so much superior to that kind in vigor of plant growth that we urge all who have a fancy trade to supply to at least give Lupton a trial. The fruit is very firm and extremely handsome, in fact we do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is a perfect flowering kind and is suitable for pollination purposes if needed, ripening early midseason. It is not a rampant plant-maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. We say again if you want a strictly fancy berry plant Lupton, but we do not advise that it be planted on any but a good, rich soil.



Progressive—A good Everbearer

## Fall Bearing Strawberries

For a good many years there has been a persistent effort on the part of strawberry growers to secure a Fall-bearing berry that was really worth while. We are betraying no secret when we say that this quest is still on. From time to time new kinds have been brought out and for a time seemed to approximate the ideal, and then we have found that they have succumbed to that unfortunate peculiarity of so many strawberries, they have "run out."

This is a matter of very sincere regret, for nothing would insure a stable profit for berry growing like having good berries for sale in August and September of each year. We wish we could sincerely and generously recommend some of the kinds now in existence to our many friends; but if the truth be told, so far as we know there is no satisfactory variety in propagation today. All of them we have tried have proven little more than interesting novelties. It looked like Mastodon was a sure winner, but for the past few years it too has failed to measure up. May we say that of all the varieties offered we have a fine, true-to-name, and healthy stock and shall be very glad to have your order for as many as you may need, but we cannot honestly recommend any of them as offering any very probable and consistent profit. They may do well for you, as they occasionally do in certain locations and on some soils. If so we have the plants and shall be most happy to serve you.

**Gem** The quest for a really good everbearer is still on and Gem looks good. It makes lots of plants and bears lots of berries. They are firmer than Mastodon and quite well flavored. The Michigan growers praise it very enthusiastically and we heartily recommend it for trial by all who are interested in an everbearing berry.



**CHAMPION.** So far as we have been able to observe **this is nothing but the old Progressive renamed.** Some years we have felt that we could detect some difference, only to find that the next year would confirm our opinion that they were identical with Progressive. We grow them separately and if you prefer the Champion shall be most happy to have your order for them.

**MASTODON.** As previously noted this looked like a real winner for a few years after its introduction, but it has developed the unfortunate tendency to "stool up;" that is to say, the young plants set in spring will not make any runners, so that it is difficult to secure a sufficient number of plants to produce any kind of crop. The berries are of a fine size and appearance and are fairly firm, and, in a season that is cool and when there is sufficient, but not too much rain, a very fair crop of nice berries may be looked for.

**PROGRESSIVE.** We consider this the best for general purpose, for the reason that it will bear on the current year plants. That is to say, the runners that take root in June and July will produce berries in August and September. If you want earlier berries, it is best to set the plants about 12 inches apart and keep all runners off them. By this method you will secure better berries, but fewer of them. The usual method of growing them is by the "matted row" system; that is leaving all runners to take root. The quality of the fruit is fine, but they are usually small and are inclined to be soft, so that they have no shipping value of consequence.

The folk who win are those who hold on when everything looks at its worst.

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# Express Rates

We consider express the best and cheapest way to ship plants.

We have a good many requests for exact information as to the cost of transportation by Express. It is always a pleasure to supply same, and we shall be very glad to hear from anyone who may wish such data. However for a source of general information on this point we are including a table of express rates to a few offices in each of the states where the bulk of our plants have always gone. The amount set down after each office is for 100 pounds weight. Plants properly packed will weigh from 25 to 33 pounds per thousand, depending on the variety and the date in the season when shipped, as they carry more weight April 20th, than they do March 20th. So for each thousand bought you may expect the express charges to be from  $\frac{1}{4}$  to one-third of the amount for 100 pounds, except that no package will be transported for less than 35c. Thus if the rate is \$1.60 per 100 pounds, 1000 plants will be transported for 40c to 53c; 5000 five times that amount, etc.

CONNECTICUT		MASSACHUSETTS		PENNSYLVANIA	
Bridgeport	\$1.33	Coneord	\$1.63	Ashland	\$1.25
Cromwell	1.40	Grafton	1.63	Bedford	1.35
Danbury	1.33	Williamstown	1.50	Carlisle	1.25
Southbury	1.33			Claysburg	1.35
ILLINOIS		MISSOURI			
Anna	\$2.34	Cape Gireaudeau	\$2.34	Coopersburg	1.25
Hanna City	2.20	Kirkwood	2.26	Frazer	1.25
Anna	2.34	Monett	3.00	Greensburg	1.50
East St. Louis	2.26			Harrisburg	1.25
Vermilion	2.09			Lime Ridge	1.43
INDIANA		NEW JERSEY		Middleton	1.25
Borden	\$2.12	Bridgeport	\$1.05	Mt. Pleasant	1.50
Columbus	1.98	Flemington	1.23	Oil City	1.65
Evansville	2.28	Riverside	1.23	Quarryville	1.05
Marion	1.98	Swedesboro	1.05	Reading	1.25
Sandford	2.09	Three Bridges	1.23	York	1.05
KENTUCKY		NEW YORK		VIRGINIA	
Bowling Green	\$2.00	Berlin	\$1.50	Cape Charles	\$0.63
Lexington	1.70	Lindenhurst	1.23	Crozet	.85
Louisville	1.93	Palmyra	1.65	Covington	.88
Newport	1.95	Port Jervis	1.43	Bridgewater	.85
Owensboro	2.08	Poughkeepsie	1.33	Draper	1.10
Riehmond	1.70			Richmond	.73
Shelbyville	1.93			Vienna	.95
MARYLAND		OHIO		Winchester	1.25
Aberdeen	\$1.05	Canal Winehester	\$1.73		
Beltsville	1.05	Briee	1.73		
Frederick	1.05	Cincinnati	1.95		
Kensington	1.05	Ironton	1.79		
Salisbury	.85	Leetonia	1.73		
		Marietta	1.73		
		New Richmond	1.87		
		Pomeroy	1.73		
		Portsmouth	1.79		
		Wooster	1.82		
		Zanesville	1.73		
WEST VIRGINIA					
				Buchannon	\$1.43
				Charleston	1.43
				Charlestown	1.05
				Huntington	1.63
				Wellsburg	1.58

Our plants are grown in sandy soil, so that but little if any dirt clings to the roots when packed. This means a much lighter package for plants that are just as large. Up to April 15th our plants will average 25 pounds per thousand in weight. Divide any of the above amounts by four to find out what your express charges will be per each thousand plants.

Send to \_\_\_\_\_ R. F. D.

Post Office ----- Box -----

**Ship by** ----- **Shipping Station** -----

County or Street \_\_\_\_\_ State \_\_\_\_\_

Date of this order ----- 1936 Ship about 1936

Amt. Enc.— Check ----- M. O.----- Stamps ----- Cash -----

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore when you order late please state whether we shall substitute another variety equally as good and as near like the variety ordered as possible or return your money for any stock we may be out of.

Answer: Yes No

Please write below the names and addresses of anyone you know who might be interested in, or buyers of Strawberry Plants, and we will mail them a copy of this catalog.

# Price List of Strawberry Plants

## BY EXPRESS, RECEIVER TO PAY CHARGES

Extra Early Variety	5,000	1,000	500	100	25
Improved Heflin	\$10.50	\$2.25	\$1.25	\$0.40	\$0.85
<b>Early Varieties</b>					
BLAKEMORE	11.50	2.50	1.25	.40	.25
BELLMAR	11.50	2.50	1.25	.40	.25
DORSETT	15.00	3.25	1.50 <del>75</del>	.45	.25
FAIRFAX	15.00	3.25	1.50 <del>75</del>	.45	.25
Klondyke	11.50	2.50	1.25	.40	.25
PREMIER	12.50	2.75	1.40	.40	.25
<b>Midseason Varieties</b>					
Aberdeen	11.50	2.50	1.25	.40	.25
BIG JOE	11.50	2.50	1.25	.40	.25
CATSKILL	22.50	5.00	2.50	.60	.25
Southland		2.50	1.25	.40	.25
<b>Late Varieties</b>					
AROMA	11.50	2.50	1.25	.40	.25
Big Late (Imperfect)	11.50	2.50	1.25	.40	.25
CHESAPEAKE	16.25	3.50	1.75	.50	.25
Gandy	11.50	2.50	1.25	.40	.25
LUPTON	11.50	2.50	1.25	.40	.25
<b>Everbearing Varieties</b>					
CHAMPION (Fall)		5.00	2.50	.75	.25
MASTODON (Fall)		6.00	3.00	.75	.25
GEM (Fall)		7.50	3.75	.90	.25
Progressive (Fall)		5.00	2.50	.75	.25

## HOW TO SHIP

**Express** is the best way to ship plants. The Express Company makes a specialty of handling packages and does it more efficiently than by any other method.

**Parcel Post.** This is generally cheapest for very small shipments up to the 6th Zone; and for larger shipments where the distance is not greater than 300 miles it is fairly satisfactory. For distances greater the mailing cost is very high.

Below is a table of rates for each zone.

Zone	Miles	50	100	200	300	500	1,000
1st and 2nd 0 to 150		\$0.09	\$0.11	\$0.14	\$0.18	\$0.22	\$0.37
3rd 150 to 300		.12	.17	.20	.26	.38	.68
4th 300 to 600		.16	.20	.32	.44	.68	1.28
5th 600 to 1000		.21	.27	.45	.63	1.00	1.89
6th 1000 to 1400		.26	.35	.58	.82	1.30	2.30
7th 1400 to 1800		.32	.42	.72	1.00	1.60	3.40
8th 1800 up		.37	.49	.85	1.20	1.90	3.70

The plants offered in this catalog are as good as the best; why pay more?

We have the largest stock we have ever grown.



Aroma

Jones' 1936 Catalog of  
**SELECT STRAWBERRY PLANTS**

Grown by

**J. W. JONES & SON**  
FRANKLIN, VIRGINIA